UNIVERSITY FOR WEIGHT LOSS SCIENCE

WEIGHT LOSS SCIENCE MADE SIMPLE

A revolutionary, supportive, educational program for weight loss and fitness.
Using Weight Loss Fitness Science to Make Medical Decisions
A MEDICAL EVALUATION ALONG WITH BLOOD WORK DOES NOT TELL THE COMPLETE STORY.
LACK OF URGENCY

My doctor said....

“all my numbers looked great and that I am his gold standard patient.”

“He wished all his patients were like me.”
URGENCY/SUCCESS METER

Under 30 Lbs.

HIGH LEVEL OF SUCCESS - but lack urgency – (Tend to be younger)

40 - 60 Lbs.

REQUIRES SERIOUS URGENCY – but has a false sense of security

80 - 100 Lbs.

HIGH FAILURE RATE – (A 911 CALL)

Weight loss fitness evaluation results
20 – 30 POUNDS OVERWEIGHT

Ideal time to lose weight and get in shape

Clients who are 20 – 35 pounds over weight tend to be younger. They are still riding their youth and genetics. They are also living in a society that is promoting “fit at any size”, yet

According to Cancer Research UK, more than 7 in 10 millennials will be obese by the time they reach middle age, making them one of the heaviest generations in history.
40 – 60 POUNDS OVERWEIGHT

REQUIRES SERIOUS URGENCY. REINFORCEMENT OF MESSAGING BY MEDICAL PROFESSIONAL WOULD REALLY HELP

Clients who are 40 - 60 pounds overweight tend to be in their 40ies – 50ies. They are beginning to develop chronic diseases. They do have the resources to get healthy but they have a lot of responsibilities. Plus, health is typically not a priority in a serious way.

These clients should be trying to lose weight and get in shape as if their life depends on it.

Lots of work required to achieve success
HIGH FAILURE RATE. LOT’S OF CHRONIC DISEASES, JOINT ISSUES, INCREASED RESPONSIBILITIES

Clients are often shocked how difficult and far away they are from reaching their health goals. Requires a lot of resources to keep this client in line to achieve success.

OFTENTIME TEND TO LACK FINANCIAL RESOURCES.
There is also an overconfidence that we have figured out how to lose weight and get in shape.

According to the CDC, 70% of the population are overweight or obese.

Another way to look at it is we have a 70% failure rate. Weight loss programs are notorious for not working.

REASONS
- Many reasons for this including work-life balance, lack of education, financial resources etc.
- The medical field is highly regulated, however the weight loss fitness industry isn’t. So, reaction is heavily regulated, while prevention is not in any meaningful way.
WEIGHT LOSS GIMMICKS

Maple Syrup Diet
- Several quarts of water
- A cup of lemon juice
- Maple syrup
- Cayenne pepper
- ... And lots of diarrhea
A plain bagel from Dunkin Donuts has about 310 - 350 calories and 150 calories in 1 serving of Plain Cream Cheese. That’s up to 500 calories.
A slice of pizza has \(~400\) calories – 2 slices = 800
A slice of “Meat Lover's” pizza has 470 calories – 2 slices = 940
MEDICAL PROFESSIONALS DO LOOK AT ROOT CAUSES

However, losing weight and getting fit is complicated with lots of moving parts

CHALLENGES

❖ 50% of our clients work in the medical field. Tons of doctors, physical therapists, registered dietitians, wellness program educators and thousands of nurses have used our program to personally lose weight.

❖ Hospitals and clinics are not set up to effectively support patients with weight loss and fitness on a day to day basis.

❖ Constant follow up is required
PROBLEM SUMMARY

1. LACK OF URGENCY
2. HIGH FAILURE RATE
3. FADS AND PSEUDOSCIENCE MINDFIELD
4. LOTS OF GOOD RESEARCH THAT NEED TO BE REVIEWED
5. A LACK OF INFRASTRUCTURE AND DAY TO DAY SUPPORT THOSE WHO ARE READY TO CHANGE

**A SERIOUS NEED FOR QUALIFIED HEALTH COACHES TO WORK WITH MEDICAL PROFESSIONALS**
UNIVERSITY
FOR WEIGHT LOSS SCIENCE

WEIGHT LOSS SCIENCE MADE SIMPLE

A revolutionary, supportive, educational program for weight loss and fitness.
SOLUTIONS

❖ Tracking Client/Patient data
❖ Expert coaches
❖ Detailed Instructions
❖ All fitness levels
SOLUTIONS

❖ Tracking Client/Patient data
MY PREVENTION SYSTEM

• TRACKING AND MONITORING CLIENTS
A QUANTIFIABLE PROCESS

Quantifiable process that when followed, determines when the client should achieve their results. From this assigned scoring we can determine a grade point average for each student/client.
IT’S MATH AND SCIENCE

When you understand the calculations, you can run the numbers

IT IS VERY EMPOWERING

EMPIRICAL LAWS

The backbone of our program is to utilize empirical laws of science
University For Weight Loss Science

A revolutionary, supportive, educational program for weight loss and fitness.

My Profile

- First Name: Belinda
- Last Name: Murel
- Age: 55
- Height: 65
- Gender: Female
- Current Weight: 155

Quick Summary

1) Number of Pounds gain so far: 2 lbs
2) Number weeks enrolled: 66.57 Weeks
3) Average fitness grade to date: F grade

Click here to understand your Fitness Grade

4) Select Lab report to download

Coach Note

- Select Coach: please choose

Please select coach to display chat...

Doctor Note

- Doctor's Name: No Doctor Assigned

Message
SIMULATED CLIENT DATA

**My Profile**
- **First Name:** Belinda
- **Last Name:** Murell
- **Age:** 55
- **Height:** 65
- **Gender:** Female
- **Current Weight:** 155

**Quick Summary**
1. **Number of Pounds gained so far:** 2 lbs
2. **Number of weeks enrolled:** 66.57 Weeks
3. **Average fitness grade to date:** F grade

**Click here to understand your Fitness Grade**

**Coach Note**
- **Select Coach:** please choose

**Doctor Note**
- **Doctor's Name:** No Doctor Assigned
Strength & Flexibility

The maximum score that can be achieved for strength training and flexibility daily is 25 points.

Strength

<table>
<thead>
<tr>
<th>Date</th>
<th>Score</th>
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<tr>
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<tr>
<td>Sat 10/19</td>
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</table>
The maximum score that can be achieved for cardio daily is 25 points.
Nutrition

The maximum score that can be achieved for nutrition daily is 50 points.
LET’S RUN THE NUMBERS

❖ The CDC says adults **should exercise** moderately for 150 minutes per week.
❖ That’s about 20 minute per day.
❖ National average for meeting this requirement is only 27.2% for men and 18.7% for women. So basically 1 to 2 days per week.

- **1 slices of pizza ~ 400 calories**
- **Taking in account his weight, he will burn about 480 calories during a 40 minute walk**
- **So, for each slice of pizza he will sabotage ~2 days of work**
- **So if he eats 2 slices it will take 2 weeks to burn**

Individuals weighing 155 pounds burn 500 calories walking at a pace of 3.5 miles per hour for about 100 minutes, according to Harvard Health Publications.
Total Daily Fitness Score

<table>
<thead>
<tr>
<th>Date</th>
<th>Strength &amp; Flexibility Score</th>
<th>Cardio Score</th>
<th>Nutrition Score</th>
<th>Total Daily Score</th>
<th>Daily Grade</th>
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<td>50</td>
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<td>45</td>
<td>95</td>
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Showing 13 to 18 of 46 entries

A = 100
SCORE SHOULD ACHIEVE RESULTS
B = 95-99
GOOD CHANCE OF GETTING RESULTS
C = 90-94
YOU MAY OR MAY NOT GET YOUR RESULTS
# Weekly Fitness Score

<table>
<thead>
<tr>
<th>Weeks</th>
<th>Strength</th>
<th>Cardio</th>
<th>Nutrition</th>
<th>Total weekly score</th>
<th>Weekly grade</th>
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<td>F</td>
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<td>75</td>
<td>25</td>
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<td>275</td>
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<td>F</td>
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<td>Week 3</td>
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<td>5</td>
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<td>150</td>
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<td>Week 2</td>
<td>75</td>
<td>115</td>
<td>160</td>
<td>350</td>
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</table>
Once you review the quick summary you will now have a high level understanding of the patient fitness progress. You can also decide to send the coach a question or write a doctors note about any concerns you have.
SOLUTIONS

- Expert Coaches
WHY COACHING IS SO IMPORTANT
Shawn’s story – Sabotage and Mashed Potatoes
THE ABSOLUTE NEED FOR COACHING

Think of coaching in terms of life coaching rather than just health coaching

*In order to become a coach, you must be a successful client first.*

Serious, constant, relentless monitoring and adjustment are required by a multidisciplinary team of experts.
SOLUTIONS

- Detailed Instructions

- A personal blueprint for success
How It Works

1. Purchase & Registration Steps:
   I. Each student purchases their membership
   II. They are registered for access to My-Prevention-System, our client management system
   III. Students will complete their Fitness Protocol Intake Form

   The Fitness Protocol Form provides us with important information about each student. This information will assist us in designing a more PERSONALIZED weight loss fitness program specifically tailored to the individual.

2. 30 – 60 Minute Evaluation and Telephone Interview
   While completing their Fitness Protocol Form, each student will schedule their 30 minute Fitness Evaluation Telephone Interview.

3. What you get
   Our team will determine each student’s fitness level, create their personalized program based on their fitness goals and mail it.
   (See next slide)

4. Assigned a Personal Health Coach
   Once the evaluation is completed, students are assigned a Personal Health Coach with 6 days per week access.

5. Telemedicine Physician Evaluation
   After step 1-6 are completed, each student will be assigned a medical doctor who will perform their first Telemedicine Physician Evaluation.
WHAT YOU GET

The Most Comprehensive And Progressive Fitness & Weight Loss Program Complete With DVDs, Streaming Videos & Books. (Access to streaming workout videos can be viewed online or offline with our workout app)

1. WORKOUTS
   - Strength Training
   - A Flexibility Program
   - Personalized Cardio Program
   *The Workouts are also progressive based on your fitness level.*

2. NUTRITION
   - Personalized Dietitian Designed Nutrition Program
   - Grocery Shopping List
   - 216 pages Customized Nutrition Guide Book
   - 3 Dietitian Taught Nutrition videos.

3. SCIENCE GUIDE
   - Science of Weight Loss & Fitness Guide book
   - Sports Injury Prevention Plan.
SOLUTIONS

❖ All Fitness Levels
Detailed Instructions on nutrition and strength training

<table>
<thead>
<tr>
<th>Sample list of types of training</th>
<th>Dance around the world</th>
<th>Martial Arts.</th>
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</thead>
<tbody>
<tr>
<td>➢ Functional Training</td>
<td>Cuban Latin</td>
<td>Tai Chi</td>
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<tr>
<td>➢ Muscle Isolation</td>
<td>Melbourne Shuffle</td>
<td>Tai Chi for Seniors</td>
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<tr>
<td>➢ Interval Training</td>
<td>Hip Hop</td>
<td>Jeet Kune Do</td>
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<tr>
<td>➢ High Intensity Interval Training</td>
<td>Cuban Latin</td>
<td>Savate Kickboxing</td>
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<td>African Congo</td>
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<td>➢ Circuit Training</td>
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<tr>
<td>➢ Fitness for seniors</td>
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</tbody>
</table>

NEW WORKOUTS ADDED WEEKLY
Joint/ Foot Health Management – Addressing health needs of clients with joint issues, such as a bad knee, bad back, plantar fasciitis, Osteoarthritis etc.

Diabetes Management – We help you manage your diabetes, work with your doctor to reduce or eliminate your medications.

Targeting Troubled Areas – Targeted training helping you to lift, scoop, tighten and tone your butt, firm up your abs or achieve six pack abs.

Cellulite Reduction – You get our new Breakthrough Cellulite Reduction Program that significantly reduce cellulite on your legs, butt and abs.

Thyroid & Weight Loss – Lose weight even with an over or underactive Thyroid.

Special Nutrition Requirements – Vegetarian, Pescatarian, Gluten Free, Dairy and other Food Sensitivities.
Conclusion

• A Quantifiable Process Based on Empirical Laws

• Keep clients on track. Hold them accountable

Quantifiable Data

Expert Coaches

Detailed Instructions

All Fitness Levels

• Remove the guesswork

• 50% of clients work in medical field

Can be used by medical professionals to make medical decisions
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